

Analysis of Proposed Outcomes:

Proposed Outcome	Actual Outcome
At least 25 representatives of the trade will attend each technical seminar	<p>Seminar structure was changed to target key decision makers in individual companies.</p> <p>Seminar participants in each country were as follows:</p> <ul style="list-style-type: none"> ▪ 12 - Korea ▪ 15 - Taiwan ▪ 10 - Thailand ▪ 10 - China
Eleven members of the Northwest U.S. potato trade and state departments of agriculture will travel to Korea and Taiwan to present the seminars.	<p>Ten members of the Northwest U.S. potato trade and state departments of agriculture traveled to Korea, Taiwan and Thailand to present the seminars.</p> <p>Seven members of the Northwest U.S. potato trade and state departments of agriculture traveled to China to present the seminars.</p>
At least two trade publications will carry informational articles concerning Pacific Northwest potatoes and the seminars in each market.	Instead of providing information to trade publications, specific, individual companies were targeted.
There will be an 80% increase in awareness by the participating trade of Pacific Northwest potato products, the breadth of their current uses and their potential fit in the market.	100% of participants reported an increase in awareness of Pacific Northwest potato products, their characteristics, uses and potential fit in the market.
Significant interest by the foreign trade in using U.S. potatoes in food processing will result in progress being made by their respective governments to relax current phytosanitary barriers to fresh potato imports.	This process is ongoing. Received feedback from one Chinese company indicating that they have raised questions regarding import requirements following our meetings. Results will be achieved through continued communication and efforts building on the foundation established through this project.
Initial business commitments and significant sales transactions will occur within two years of the project's conclusion. Potato export growth is expected to exceed 22 percent as a result of this project.	This process is ongoing. Initial verbal commitments were made by Korean and Taiwan companies, with other companies agreeing to continue looking at potential fit for northwest chip stock.